Laudes ——— Foundation

REGENERATIVE PRODUCTION LANDSCAPE COLLABORATIVE

SCALING REGENERATIVE AND RESTORATIVE AGRICULTURAL PRACTICES IN PAKISTAN TO BENEFIT PEOPLE, NATURE AND ECONOMY
Providing its partners with philanthropic capital, expertise and connections, the Laudes Foundation helps catalyze systems change. It works across all industries, influencing the financial sector to move towards a new economy that values all people and nature. These two strategies are designed to help accelerate the existing movement towards a just and regenerative economy. The Laudes Foundation has funded the organic cotton project in Balochistan and has helped to build relationships with local agri-universities, textile industries and government departments.

In its mission to take forward the agenda of environmental protection, WWF-Pakistan works with varied groups of individuals and institutions across different sections of society. These alliances strive to address the common goal of conserving biodiversity, sustainably using natural resources and maintaining ecosystems and ecosystem services for the survival of wildlife and people depending on them. WWF-Pakistan has implemented the organic cotton programme with 20,000+ farmers in Balochistan. Currently, WWF-Pakistan’s Food and Markets Programme is working with more than 250,000 farming families in eight districts of Punjab, four districts of Sindh, four districts of Balochistan and one district of Khyber Pakhtunkhwa to enable them to make site-specific crop management decisions over an area of around six million hectares.
The Collaborative is an innovative jurisdictional model to foster agricultural ecosystems that conserve and enhance natural resources and build community resilience whilst enabling businesses to source responsibly.

Smallholder livelihoods, natural resources, and agri-food systems are at risk due to the threat of climate change. In a particular region, farmers depend on the interconnected well-being of land, water, and biodiversity. This symbiotic relationship between crop production and the natural environment is crucial for their sustenance.

It is essential to envision agricultural ecosystems that prioritize the protection and conservation of the environment, while simultaneously enhancing the resilience of smallholders and the local economy against the impacts of climate change. This involves establishing goals for increasing crop production that take into account the limitations of, and resources available within, the local communities. Neglecting the perspectives and barriers faced by these communities can result in detrimental effects on natural resources and potentially overlook the vital objective of securing farmer livelihoods.

Pakistan Regenerative Production Landscape Collaborative

The landscape approach connects local actors for multi-stakeholder partnerships to take collective actions on challenges by coordinating solutions and moving together with the same vision for climate, community resilience, biodiversity, food, water security, land use, and regenerative economies.

The Pakistan Regenerative Production Landscape Collaborative is part of the global forum of ‘1000 Landscapes for 1 Billion People (1000L)’ which is a radical collaboration of change agents working together to accelerate landscape efforts.

WHAT IS THE LANDSCAPE APPROACH?

The landscape approach connects local actors for multi-stakeholder partnerships to take collective actions on challenges by coordinating solutions and moving together with the same vision for climate, community resilience, biodiversity, food, water security, land use, and regenerative economies.

The Pakistan Regenerative Production Landscape Collaborative is part of the global forum of ‘1000 Landscapes for 1 Billion People (1000L)’ which is a radical collaboration of change agents working together to accelerate landscape efforts.
Under the convenorship of WWF-Pakistan, the collaborative aims to invite other organizations to catalyze a model where:

- Producers adopt natural and regenerative farming principles to cultivate agri-commodities, aiming to restore natural resources and decrease emissions from farming systems.
- Public-private partnerships are mobilized to improve economic stability, enhance livelihoods, and increase participation in decision making, enabling smallholders and communities to thrive.
- Businesses have the capacity to engage key stakeholders in responsible sourcing while simultaneously fostering inclusive relationships for common goals within their supply chains.

This will be accomplished by providing assistance to locally-led, multi-stakeholder governance frameworks that stimulate market transformation. This involves the convergence of government institutions that promote sustainable and environment-friendly development, companies that pledge to engage in responsible sourcing, community and producer organizations that foster inclusive decision-making, and impact investors and funders who strive to find scalable solutions that contribute to the achievement of the Sustainable Development Goals.

### 2023-2028 Goals

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<tr>
<td>National multi-stakeholder council</td>
<td>2 Compact provincial level public-private partnerships</td>
<td>100,000+ hectares under landscape governance</td>
<td>6+ Companies and traders engaged to benefit people, nature and economy</td>
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<td>50,000+ farmers skilled to practice regenerative farming</td>
<td>Afforestation over 500+ hectares to improve ecosystem health</td>
<td>At least 50% co-funding leveraged from private and financial sectors</td>
<td>4 Co-financing models for incentivizing ecosystem services</td>
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<td>Increased access to sustainably produced commodities for the private sector</td>
<td>5,000+ Women engaged for improved livelihoods</td>
<td>Improved access to finance and leverage of investment across the value chain</td>
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KEY OUTCOMES OF THE COLLABORATIVE

Producers are encouraged to grow their crops using organic and regenerative principles.

Engagement of public and private stakeholders to build strong multi-stakeholder governance for the programme.

Enhance access for sustainable produce from the region.

Access to finance for producers and value chain for sustainable and inclusive service delivery.

Commitment of all stakeholders towards ensuring a living income for the producers and protecting rights of farmers and communities (with a focus on gender).

Ecosystem benefits such as reduction in emissions, improvement in soil health, better water management practices, and biodiversity friendly agriculture.

Support to Farmer Producer Organisations and agri-entrepreneurs in the development of viable business models that provide quality inputs and services to smallholder farmers.

THE COLLABORATIVE CONTRIBUOTES TO THE FOLLOWING IMPACT AREAS

Restoring and revitalizing soil health and soil carbon content

Improving smallholder incomes

Reducing greenhouse gas emissions from agricultural and allied activities

Improving management and conservation of water as a resource

Preserving and enhancing biodiversity through nature-based solutions

Improved gender inclusion and empowerment of women in the community and other economic spaces

Commitment of all stakeholders towards ensuring a living income for the producers and protecting rights of farmers and communities (with a focus on gender).
COMMITTING TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS

The Collaborative applies Production, Protection and Inclusion (PPI) approach to achieve these goals and inspire sustainable landscape management.

STRENGTHENING LANDSCAPE GOVERNANCE
- Multi-stakeholder coalition
- Commitments
- Enabling policies
- Compacts
- Monitoring

CONNECTING DEMAND WITH SUPPLY
- Global and local demand
- Verified sourcing areas

CATALYSING NEW SOURCES OF FINANCE
- Technical assistance
- Investable projects
- New finance instruments

IMPLEMENTATION OF THE PRODUCTION, PROTECTION AND INCLUSION APPROACH

INCLUSION
- Improved incomes
- Gender inclusion in the supply chain
- Improved livelihoods for communities

SUSTAINABLE PRODUCTION
- Increased adoption of sustainable production and regenerative agric-practices
- Reduced greenhouse gas emissions

PROTECTION AND RESTORATION
- Improved management and conservation of water
- Restored soil health
- Improved biodiversity
By 2028, our efforts will encompass jurisdictional landscape regions in Punjab and Balochistan.

**COMPACTS FOR IMPACT**

The establishment of multi-stakeholder “compacts” aims to tackle systemic challenges by fostering concerted action and promoting local governance.

The Pakistan Regenerative Production Landscape Collaborative will work towards the formation of two compacts by 2028.

A compact refers to a coalition of local stakeholders within a sourcing region, united by an agreement to tackle sustainability challenges in a coordinated, timebound, and resource-committed manner.

1. Why Compacts?
- Delivering impact at scale.
- Structured way to engage with stakeholders at the landscape level.
- Monitoring and financing structures.
- Secured environment to de-risk investments.
- Ownership of landscape level targets.

WHERE WILL WE WORK?

By 2028, our efforts will encompass jurisdictional landscape regions in Punjab and Balochistan.
TOGETHER, WE AIM TO FOSTER SUSTAINABLE AND ENVIRONMENTALLY CONSCIOUS AGRICULTURAL PRACTICES IN THE REGION.

By participating in this initiative, you will play a crucial role in shaping the direction of this collaborative effort and contribute towards strengthening and scaling up the intervention.
TO GET INVOLVED, CONTACT:

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To find out more about the project
Scan the QR code